



TRADE SHOW OPPORTUNITY



VINITALY 2004

VERONA, ITALY

The Show:

VINITALY, held annually, is the **world's largest international wine and spirit show**, where industry professionals, hotel and restaurant sector representatives and the international media learn about the wineries, find out about their products and buy.

VINITALY 2003 welcomed over 3,856 exhibitors from 26 countries, and attracted 128,467 visitors from 82 countries. The VINITALY press office accredited over 2,000 journalists from 50 different countries.

Location:

Verona, Italy

Dates:

April 1-5, 2004

Deadline:

Feb. 1, 2004

The Market:

VINITALY offers a great opportunity for the U.S. wine industry to showcase their diverse and unique wines; to meet not only the Italian trade, but the large number of international visitors and trade members; to educate the European media and consumer about the characteristics of wine regions of America; to study the latest trends; to analyze and discuss the newest technologies; to enter the European market.

Exhibiting in the USA Pavilion at VINITALY 2004 will provide U.S. exporters and distributors with a cost-effective, hassle-free way to promote products with a choice of furnished booth packages in a fully integrated sales and marketing platform.

Contact:

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